## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:


1-13. (Canceled).


14. (Currently Amended) A method for generating revenue using electronic mail, comprising the steps of:

~~transmitting~~ receiving an e-mail message addressed to at least one e-mail recipient from a first client computer ~~to a host server~~ through at least one computer network, wherein the e-mail message comprises an e-mail address of an e-mail user sending the e-mail message, an e-mail address of the at least one e-mail recipient, a subject, and a body;

appending advertisement retrieval software means to the e-mail message transmitted from the first client computer, wherein the advertisement retrieval software means comprises information about at least one of a plurality of advertisements retrievably stored in a database that are not from the e-mail user sending the e-mail message; and

transmitting the e-mail message ~~from the host server~~ to a second client computer through the at least one computer network based upon the e-mail address of the at least one e-mail recipient; ~~and~~ for displaying the e-mail message on the second client computer, wherein when the email message is first displayed on the second client computer the advertisement software retrieval means is operable at the second client computer to retrieve at least one of the advertisements retrievably stored in the database for display within the e-mail message on the second client computer.

15. (Currently Amended) The method of claim 14, further comprising the step of:

storing profile information about the e-mail user in the database, and wherein the

information about the at least one of a plurality of advertisements stored in the database

comprises target characteristics associated with each of the plurality of advertisements, and

wherein the step of appending advertisement retrieval software means to the e-mail message

comprises the steps of:

reading the e-mail address of the ~~user's~~ e-mail user sending the e-mail message ~~address~~

from the e-mail message;

identifying the e-mail user sending the e-mail message according to the e-mail user's e-

mail address;

retrieving profile information about the e-mail user sending the e-mail message from the

database;

comparing the e-mail user's retrieved profile information against the target characteristics

associated with the advertisements;

selecting at least one advertisement comprising target characteristics which correlate

positively to the e-mail user's profile information; and

appending advertisement retrieval software means to the e-mail message, the

advertisement retrieval software means comprising information about the at least one selected

advertisement.


16. (Currently Amended) The method of claim 14, further comprising the step of:

storing profile information about the e-mail user in the database, and wherein the

information about the at least one of a plurality of advertisements stored in the database

comprises at least one keyword associated with each of the plurality of advertisements, and

wherein the step of appending advertisement retrieval software means to the e-mail message

comprises the steps of:

reading the e-mail address of the ~~user's~~ e-mail user sending the e-mail message ~~address~~

from the e-mail message;

identifying the e-mail user sending the e-mail message according to the e-mail user's e-

mail address;

parsing the subject and body of the e-mail message to identify keywords which may be

present therein;

updating the e-mail user's profile information in the database;

retrieving updated profile information about the e-mail user sending the e-mail message

from the database;

comparing the e-mail user's retrieved profile information against the at least one keyword

associated with the advertisements;

selecting an advertisement comprising at least one of the associated keywords which

correlates positively to the e-mail user's profile information; and

appending advertisement retrieval software means to the e-mail message, the

advertisement retrieval software means comprising information about the at least one selected

advertisement.


17. (Currently Amended) The method of claim 14, further comprising the steps of:

~~transmitting~~ receiving a return communication from the second client computer ~~to the~~

~~host server~~ when the e-mail message is displayed on the second client computer; and

accounting for advertising revenue and advertising expense in response to the receipt of

the return communication ~~by the host server~~.


18. (Currently Amended) A method for sending e-mail messages appended with advertising,

comprising the steps of:

storing an identifier for an entity selected by an e-mail user <u>sending an e-mail message</u>;

~~transmitting~~ <u>receiving</u> [[an]] <u>the</u> e-mail message addressed to at least one e-mail recipient

from a first client computer ~~to a host server~~ through at least one computer network, wherein the

e-mail message comprises an e-mail address of the e-mail user <u>sending the e-mail message</u>, an e-

mail address of the at least one e-mail recipient, a subject, and a body;

appending advertisement retrieval software means to the e-mail message transmitted from

the first client computer, wherein the advertisement retrieval software means comprises

information about at least one of a plurality of advertisements retrievably stored in a database<u>, the</u>

<u>plurality of advertisements are not from the e-mail user sending the e-mail message</u>;

transmitting the e-mail message ~~from the host server~~ to a second client computer through

the at least one computer network based upon the e-mail address the of at least one e-mail

recipient[[;]] <u>for</u> displaying the e-mail message on the second client computer;

~~retrieving~~ <u>transmitting</u> at least one of the plurality of advertisements ~~retrievably~~ stored in

the database for display within the e-mail message on the second client computer; and

accounting for a contribution to the entity identified by the stored identifier.


19. (Currently Amended) The method of claim 18, further comprising the step of:

storing profile information about the e-mail user <u>sending the e-mail message</u> in the

database, and wherein the information about the at least one advertisement stored in the database

comprises target characteristics associated with each advertisement, and wherein the information

about the e-mail user <u>sending the e-mail message</u> stored in the database comprises profile

information about the e-mail user <u>sending the e-mail message</u>,

and wherein the step of appending advertisement retrieval software means to the e-mail message

comprises the steps of:

reading the e-mail <u>address of the</u> ~~user's~~ e-mail <u>user sending the e-mail message</u> ~~address~~

from the e-mail message;

identifying the e-mail user <u>sending the e-mail message</u> according to the e-mail user's e-

mail address;

retrieving profile information about the e-mail user <u>sending the e-mail message</u> from the

database;

comparing the e-mail user's retrieved profile information against the target characteristics

associated with the advertisements;

selecting at least one advertisement comprising target characteristics which correlate

positively to the e-mail user's profile information; and wherein the step of appending comprises

appending information about the at least one selected advertisement to the e-mail message.


20. (Previously Presented) The method of claim 18, further comprising the step of:

storing profile information about the e-mail user in the database, and wherein the

information about the at least one advertisement stored in the database comprises at least one

keyword associated with each advertisement, and wherein the information about the e-mail user

stored in the database comprises profile information about the e-mail user, and wherein the step

of appending advertisement retrieval software means to the e-mail message comprises the steps

of:

reading the e-mail user's e-mail address from the e-mail message;

identifying the e-mail user according to the e-mail user's e-mail address;

parsing the subject and body of the e-mail message to identify keywords which may be

present therein;

updating the e-mail user's profile information in the database;

retrieving updated profile information about the e-mail user from the database;

comparing the e-mail user's retrieved profile information against the at least one keyword

associated with the advertisements;

selecting an advertisement comprising at least one of the associated keywords which

correlates positively to the e-mail user's profile information; and

appending advertisement retrieval software means to the e-mail message, the

advertisement retrieval software means comprising information about the at least one selected

advertisement.


21. (Currently Amended) A method for advertising using electronic e-mail comprising:

~~composing~~ receiving an e-mail composed by an e-mail user [[on]] from a first client

computer ~~operated by an e-mail user~~;

~~sending the e-mail to a recipient;~~

appending a sub-message associated with an advertisement to the e-mail ~~at a host server~~

while the e-mail is enroute to the recipient based up<u>on</u> preferences of the e-mail user <u>that</u>

<u>composed the e-mail</u>;

delivering the appended e-mail to a second client computer operated by the recipient[[;]]

<u>for</u> displaying ~~with~~ <u>at</u> the second client computer the advertisement associated with the sub-

message;

~~transmitting~~ <u>receiving</u> a return communication from the second client computer ~~to the~~

~~host server~~ when the advertisement is displayed by the second client computer; and

accounting with the host server for advertising revenue in response to the receipt of the

return communication.


22. (Previously presented) The method of claim 21, wherein:

the step of appending comprises appending an advertisement retrieval software means to

the e-mail; and

the step of displaying comprises retrieving an advertisement from a host computer with

the advertisement retrieval software means, and displaying the retrieved advertisement.


23. (Previously Presented) The method of claim 21, wherein the step of appending comprises:

obtaining the sub-message associated with an advertisement from a data base with a third

computer; and

appending the sub-message associated with an advertisement to the e-mail enroute to the

recipient with the third computer.

24. (Previously Presented) The method of claim 21, further comprising:

    determining profile information regarding the e-mail recipient;

    comparing the profile information with target characteristics associated with the

advertisement; and

    selecting the sub-message to be appended to the e-mail enroute to the recipient based

upon the comparison.


25. (Previously Presented) The method of claim 21, further comprising:

    determining profile information regarding an e-mail account used to compose the e-mail;

    comparing the profile information with target characteristics associated with the

advertisement; and

    selecting a sub-message associated with an advertisement based upon the comparison,

and wherein:

    the step of appending a sub-message associated with an advertisement to the email

enroute to the recipient comprises appending the selected sub-message.


26. (Canceled)


27. (Currently Amended) The method of claim 21, further comprising:

    accounting for a contribution to an entity designated by the e-mail user that composed the

e-mail in response to the receipt of the return communication.